

QUALITY OF LIFE

Placer County's climate, geography and historical richness contribute to its high quality of life. The geography of the county encompasses the grasslands of the Gold Country, the snow-capped Sierra Nevada mountain range, and numerous rivers, lakes, state and national parks, and many ski resorts. The solitude of country living and the magnificent mountains provides a perfect retreat from urban life. For those wishing a respite from urban life, Placer County offers hiking, biking, camping, snow skiing, snow boarding, horseback riding, fishing, water sports, ice-skating, and hunting. For the more cosmopolitan resident, Placer County also offers superb shopping, education, and cultural opportunities.

This section covers climate, ground stability, sports and recreation, community activities, local services, culture and entertainment and health services.

CLIMATE

Moderate, dry days and cool nights characterize the summer months in Placer County. The temperature during the summer varies between the Valley and High Country areas. Typically, the Valley reaches higher temperatures, while mountain temperatures are lower. The rainy season in Placer County occurs between November and April, but excessive rainfall and damaging windstorms are rare. The Sierra Nevada snowfields are a major source of water during the dry summer months. Figure 13 shows average temperatures and precipitation for the selected areas in Placer County.

FIGURE 13
TEMPERATURE AND PRECIPITATION IN PLACER COUNTY
PERIOD OF RECORD 1914 - 2000

Area	Average Annual Temperature			Average Annual Precipitation
	Average	Maximum	Minimum	
Auburn	60.3	72.3	48.1	34.63
Colfax	58.8	71.0	46.4	48.23
Tahoe City	43.3	56.0	30.5	31.89
Blue Canyon	50.5	58.5	42.5	68.21

Prepared by Sacramento Regional Research Institute

Source: Western Region Climate Center

GROUND STABILITY

The Greater Sacramento Area is noted for its ground stability. Unlike high level seismic activity areas such as the San Francisco Bay and the Los Angeles Areas, the Greater Sacramento Area ranks among the lowest in the state for the probability of a major earthquake.

Placer County and the Greater Sacramento Area are expected to experience minimal shaking. For example, the 1989 Loma Prieta Earthquake devastated parts of the San Francisco Bay Area, but left the Greater Sacramento Area unaffected. Ground stability is an important factor in the relocation of firms such as Hewlett-Packard, NEC and Oracle Corporation, because a high degree

of precision is necessary for computer development and manufacture. These companies considered Placer County highly desirable because of its lower potential for earthquake damage.

Figure 14 shows the areas of the state damaged by earthquakes between 1800 and 1984. As illustrated, Placer County suffered no significant earthquake damage during that period. Furthermore, there are no recently active volcanos in the region.

FIGURE 14
AREAS OF CALIFORNIA DAMAGED BY EARTHQUAKES



Areas of California Damaged by Earthquakes, 1800-1984
Prepared by Sacramento Regional Research Institute
Source: California Geology, February 1986

SPORTS AND RECREATION

The Valley

The Valley Area of the Placer County represents rich agricultural lands, recreational amenities, and cultural activities. Folsom Lake and recreation area, one of the largest in California, offers opportunities for recreational activities such as boating, water skiing, fishing, horseback riding, and camping.

The Gold Country

Well-stocked lakes with tree-lined shores characterize the world-famous Gold Country. The search for gold brought many young men and women to the hills of Placer County. Hiking along

old wagon trails through the Tahoe National Forest is a hike through the area's history. Off the beaten path, adventure seekers can experience gold panning, nature photography, or river rafting.

The High Country

Those seeking adventure or rest and relaxation can enjoy the splendor of the High Country. Abundant opportunities for hiking, camping, mountain bicycling, and horseback riding are available during the summer and fall. Snowmobiling, ice-skating, downhill and cross-country skiing, and sledding are popular in the winter and spring.

Figure 15 contains a listing of the recreational opportunities, including the amenities of ski resorts located in Placer County. The figure contains information on summer and winter activities, as well as enhancements such as childcare, ski schools, espresso shops, and accommodations.

The Squaw Valley Ski Corporation and Intrawest, a Canadian real estate development company, began the construction of a pedestrian village at the base of Squaw Valley USA in June 2000. The village is scheduled to be completed sometime in 2006 or 2007. It will consist of approximately 600 mountain homes and more than 80 boutique shops, restaurants and galleries. The first phase is scheduled for completion in February 2002. Sugar Bowl recently completed a \$24 million overhaul, including a new lift, day lodge and a parking lot that reopened for the 2001/02 season.

COMMUNITY ACTIVITIES

Community activities and events in Placer County are scheduled year-round. In January, the County begins the year's activities with the Gem Faire in Roseville, the Snowboard Races at Northstar-at-Tahoe, and the Sled Dog Races to Foresthill. February brings the Model Train Show to Roseville and Auburn hosts the Chinese New Year Parade and the Foothill Quilters Guild Show. Snowfest, one of the biggest events of the year, is held at North Lake Tahoe in February and March. Also in March, a St. Patrick's Day Celebration is held in Auburn, and the Tahoe International Film Festival in Squaw Valley USA.

Spring ushers in a variety of events. In April, Lincoln hosts the Twelve Bridges Golf Club, designated as the home of the LPGA Golf Classic, and the Longs Drugs Challenge. During this month, Auburn is the site of a Wild West Stampede and a Kids Fishing Derby. April is also the time for the American River Equestrian Endurance Ride, held at Folsom Lake State Recreation Area and the Rocklin Preview and Business Fair, held at the Rocklin Community Center. Earth Day, Placer County's celebration of nature, is held at Maidu Park in the City of Roseville.

During May, Auburn hosts Gold Rush Days, the Antiques and Collectibles Street Fair and the Home and Garden Show. The Spring Festival and Record Run are hosted by Colfax. Also during this month, the popular Feats of Clay and Clayfest is held at the Gladding McBean Pottery Company in Lincoln.

June brings about a continuing series of events, beginning with Pioneer Days, held in Meadow Vista. The Bass Fishing Tournament is held at Folsom Lake and Recreation Area. Auburn hosts the Gold'n Fiddle Festival; and Roseville hosts the Summerfest, Microbrew Tasting event.

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FIGURE 15
SKI RESORTS IN PLACER COUNTY

<i>Resort</i>	<i>Facilities and Amenities</i>					
	<i>Year Established</i>	<i>Accommodations for Visitors (1)</i>	<i>Ski Rental/Repair</i>	<i>Number of Restaurants</i>	<i>Number of Shops</i>	<i>Child Care</i>
Squaw Valley USA	1949	2,500	Yes	14	8	Yes
Alpine Meadows	1961	None	Yes	4	1	No
Northstar-at-Tahoe	1972	5,500	Yes	6	4	Yes
Sugar Bowl	1939	100	Yes	3	2	Yes
Ski Homewood	1960	None	Yes	3	1	No
Boreal Ski Area	1964	100	Yes	1	1	Yes
Soda Springs	1935	None	Yes	1	1	No
Royal Gorge Cross						
Country Ski Area	1971	140	Yes/ No	4	1	No
The Resort at Squaw Creek	1992	402	Yes	5	7	Yes

(1) All ski resorts have accommodations nearby.

<i>Resort</i>	<i>Winter Sports</i>						
	<i>Number of Ski Lifts</i>	<i>Number of Ski School Staff</i>	<i>Miles of Cross Country Trails</i>	<i>Miles of Snowmobile Trails</i>	<i>Ice Skating Rink</i>	<i>Snow Boarding</i>	<i>Other</i>
Squaw Valley USA	30	200	11	None	Yes	Yes	(1)
Alpine Meadows	13	100	None	None	No	Yes	(2)
Northstar-at-Tahoe	15	180	40	Yes	None	Yes	(3)
Sugar Bowl	13	60	None	None	No	Yes	(4)
Ski Homewood	8	30	None	None	No	Yes	(4)
Boreal Ski Area	8	100	10	None	No	Yes	(5)
Soda Springs	4	30	None	None	No	Yes	(5)
Royal Gorge Cross							
Country Ski Area	4	50	200	None	No	No	(6)
The Resort at Squaw Creek	29	N/A	11	None	Yes	Yes	(7)

Footnotes:

- (1) Snowshoeing, snow tubing, snow touring
- (2) Snowshoeing
- (3) Snow tubing, snowshoeing, dog sleighs
- (4) Training Parks
- (5) Snow tubing
- (6) Snowshoeing
- (7) Snowshoeing

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FIGURE 15
SKI RESORTS IN PLACER COUNTY (Cont.)

<i>Resort</i>	<i>Summer Sports</i>			
	<i>Lifts Operating</i>	<i>Miles of Mountain Bike Trails</i>	<i>Number of Swimming Pools</i>	<i>Other</i>
Squaw Valley USA	1	25+	1	(1)
Alpine Meadows	13	None	None	
Northstar-at-Tahoe	2	100	2	(2)
Sugar Bowl	None	None	None	
Ski Homewood	1	None	None	(3)
Boreal Ski Area	None	None	None	
Soda Springs	None	None	None	
Royal Gorge Cross Country Ski Area	None	None	None	
The Resort at Squaw Creek	29	None	3	(4)

Footnotes:

- (1) Bungee Jumping
- (2) Adventure Park with Climbing Wall, Ropes Course; Horseback Riding
- (3) Paintball
- (4) Water Garden with Indoor and Outdoor pool, Jacuzzi

Prepared by Sacramento Regional Research Institute

Note: Alpine Meadows and Sugar Bowl could not be reached, 1998 data has been used.

Source: Above listed Resorts. Current as of August, 2001

During the month of June, the Western States 100 Mile Endurance Run is routed through Squaw Valley, Foresthill, and Auburn. Other summer activities include Fourth of July Celebrations held throughout Placer County. Locations for these celebrations include the Placer County Fair Grounds in Roseville, Foresthill, McBean Park, and in downtown Lincoln, and Colfax. Rocklin hosts the Jubilee, and the Placer County Fairgrounds is also the site of the Placer County Fair.

The Truckee Air Show is held at the Truckee-Tahoe Airport during July. The Tevis Cup 100 Mile Horse Race, a grueling course that stretches between Tahoe and Auburn is run during this month. August showcases many events, including the Lake Tahoe Summer Music Festival and the Concours d' Elegance Boat Show at North Lake Tahoe, and the Pinecone Festival in Meadow Vista.

Harvest festivals are the major events of the fall. During September, Auburn hosts two events, the Gold Country Fair and the Black and White Ball. Colfax hosts the Founders Day Celebration and Roseville is home of the Splash. Loomis is home of the Eggplant Festival. During October, North Lake Tahoe and Lincoln host Oktoberfests and Rocklin hosts a Harvest Craft Faire. An Air Faire Fly In and an Antiques and Collectibles Street Fair are held in Auburn during this month, as is the Del Oro Band Spectacular in Loomis. The AgroArt Festival is hosted by Penryn. Rocklin ends the month with a Haunted Theatre.

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November is the time of year when some of the most festive celebrations are held in Placer County. North Lake Tahoe hosts the Autumn Food and Wine Jubilee. Other events include an Art Tour in Auburn, an International Rail Fair in Roseville, a Mountain Mandarin Festival in Auburn, and a Santa's Sing-A-Long in Rocklin. The month's activities conclude with a Christmas Craft Fair in Auburn and the Roseville Christmas Tree Lighting.

December rounds out the year's activities and celebrations associated with the holiday season. North Lake Tahoe hosts the Alpenlight Festival, the Christmas Eve Torchlight Parade, and the New Year's Eve Fireworks Festivities. During this month, Auburn hosts the Festival of Lights Parade and the Old Town Country Christmas. A Christmas Craft Fair is held in Loomis while the Tiny Tim Faire is hosted by Colfax.

LOCAL SERVICES

Placer County offers lodgings, conference and banquet facilities as well as accommodations for smaller groups. Figure 16 lists the largest facilities.

FIGURE 16
LARGEST ACCOMODATIONS IN PLACER COUNTY

<i>Rank by No. of Rooms</i>	<i>Name/ City</i>	<i>No. of Rooms/ No. of Suites</i>	<i>No. of Meeting Rooms</i>	<i>Maximum Banquet Capacity</i>
1	Resort at Squaw Creek, Squaw Valley	402/183	27	644
2	Northstar-at-Tahoe (1)	283/15	9	200
3	Oxford Suites, Roseville	0/183	2	80
4	First Choice Inn, Rocklin	124/15	3	140
5	Hilton Garden Inn, Roseville	131/0	2	60
6	Best Western Roseville Inn, Roseville	126/0	2	30
7	Heritage Inn, Roseville	101/0	2	125
8	Holiday Inn, Auburn	96/6	4	125
9	Marriott Residence Inn, Roseville	90/3	1	45
10	Best Inn & Suites, Auburn	79/4	1	75

Prepared by Sacramento Regional Research Institute

Note (1): Northstar-at-Tahoe number of rooms includes individually owned lodging units available within a 2,500 acre village. Includes lodge rooms, condos and homes.

Source: Above listed Hotels. Current as of August, 2001

CULTURE AND ENTERTAINMENT

The history and culture of Placer County comes alive in its many museums and theaters. The Placer County Museum, located inside the historic Placer County Courthouse, displays an overview of the history of Placer County life. Native American habitat, a holographic image of an early miner and a video presentation of the history of the transcontinental highway are a few of the highlights of the museum.

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One of the oldest wooden structures in Placer County is the Bernhard Residence, built in 1851 as the Traveler's Rest Hotel. The Bernhard Museum Complex depicts the typical life of a 19th century farm family.

The Griffith Quarry Museum, originally the Office of the Penryn Granite Works, houses exhibits on the Griffith family, the granite industry, and the Penryn-Loomis Basin region. Exhibits on geology, prehistory, the Gold Rush, transportation, early business, recreation, and early firefighting are on display at the Forest Hill Divide Museum. Exhibits exploring Placer County's rich heritage include the boom days of hydraulic mining, the rise of the county's timber industry, and the birth of the transcontinental railroad. The growth of the region can be experienced at the Golden Drift Museum in Dutch Flat.

Entertainment in Placer County includes concerts at both the Gold Country and Placer County Fairgrounds, the Lake Tahoe Outdoor Summer Music Festival, the Gold'n Fiddle Festival, Roseville's Music in the Park, the Library Garden series in Auburn, and the Black and White Ball in Auburn.

HEALTH SERVICES

Placer County is served by three area hospitals. High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents and visitors.

Kaiser Permanente opened a 116-bed hospital in October of 1998, located on Eureka Road, adjacent to the medical offices. In addition to the hospital, comprehensive outpatient primary and specialty care services are offered, as well as education, pharmacy, laboratory, radiology, optical, EKG, and physical therapy services at three sites in Roseville. Over 130 physicians and 640 employees provide care to over 142,600 Kaiser Permanente members in the area.

Sutter Roseville Medical Center is a 315,000 square-foot, \$108 million hospital set on a 57-acre campus that provides the residents of southern Placer and northeastern Sacramento counties with comprehensive community health care. In addition to providing complete inpatient, outpatient, medical and surgical services on its new campus, Sutter Roseville operates the only Trauma Center between Sacramento and Reno and a 24-hour Emergency Department. It also provides critical care services, cancer treatment, cardiology services, a modern Family Birth Center, and a 15-bed skilled nursing facility. The hospital has 168 licensed beds and more than 400 staff physicians. It is located at East Roseville Parkway adjacent to Interstate 80.

Sutter Auburn Faith Hospital is located off Highway 49 in Auburn. The services offered at this facility include obstetrics, hospice, acute rehabilitation, outpatient cardiac rehabilitation, occupational therapy, and a home health services operated by the Sutter Visiting Nurses Association. There is also a 24-hour Emergency Department, complete inpatient/outpatient medical and surgical services and critical care services. Sutter Auburn Faith provides comprehensive health care to residents in the Gold and High Country areas. The hospital has 108 licensed beds and more than 90 active staff physicians.

The Tahoe Forest Hospital in Nevada County is a 72-bed hospital providing the North Lake Tahoe region with 24-hour emergency, inpatient, outpatient, and in-home care services. Tahoe Forest was established as a hospital district in 1949. The district is over 500 square miles and serves 30,000 people in the area, and receives over one million visitors annually. The hospital's main campus is located in Truckee. Tahoe Forest Hospital operates a 24-hour acute care hospital and emergency room at the Incline Village Health Center in Incline Village, Nevada.